

# **RJ REYNOLDS**

TOBACCO COMPANY

# COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

May 19, 1998

RJR Account #447000  
Mr. G. Burns  
MUTUAL WHOLESAL

**JULY: WINSTON \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800750**

Dear Gene:

WINSTON .50¢ OFF/PACK SPECIAL OFFER TEAR TAPE 'OFF-INVOICE' PRODUCT has been ordered (see quantities listed below), as well as **60** SKUs of preassembled Counter Displays (Item #542810) to pack the above promotion for your participating retail accounts. (Note: This is not 'pre-sleeved' product.) All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
2	Winston Box	12300-25379
4	Winston Light Box	12300-25380
2	Winston Ultra Lt Box	12300-25381

**PO #062998**

<u>Product / Premium Arrival:</u>	<u>June 29, 1998</u>
<u>Ship Date to Retail:</u>	<u>Week of: July 13, 1998</u>

**Displays (Item #542810)**

<u>SKU CUBE:</u>	1.6113
<u>SKU WT (w/o Product):</u>	3.2200 lbs
<u>Retail Sales Offer per Sku:</u>	20 units

<u>Billing per Sku:</u>	4 Cartons
<u>EFT \$ Amount:</u>	<u>\$2,120.94</u>

PARTNERS 'BONUS' REPORTING DESCRIPTION

WIN JUL \$1/2 PKS

51844 9119

-2-

\$1.00 Off 2-Pack Tear Tape  
MUTUAL WHOLESALE

**Promotion Description:**

Utilize 40-Pack Shipper Display. Place 2 packs into each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units:

1 Carton: *Winston Box*

2 Cartons: *Winston Light Box*

1 Carton: *Winston Ultra Lt Box*

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST**

**Refer to enclosed 'Wholesaler Packing Instructions' for Display Load**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis. This equates to **\$112.00 (8 (6M) case(s) @ \$14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell

Promotional Coordinator / 1610

/jc

cc: J. McLean

L. E. MacWilliams

Encl: Retail Customer List

Wholesaler Packing Instructions

Winston Flyer

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JULWIN-1.DOC

51844 9120

WHOLESALE : 447000 MUTUAL WHOLESALE SERVICES INC. <DIRECT>  
 TEMPLATE : 800750 80700 WIN JUL \$1/2-NO  
 TEMPLATE SEQ : 0916  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162204	162226	519629	TRAVELPORT EXPRESS	735 UPPER COURT S	BINGHAMTON	NY	13904	1		3665-0000		(607) 775-3500
162204	162226	743276	VINCE'S BIG M	2658 STATE ROUTE	MAINE	NY	13802	2				(607) 862-3269
162204	162226	769329	SUNRISE FOOD MART	2650 STATE ROUTE	MAINE	NY	13802	1				(607) 862-9147
162204	162226	753151	VINNY MART	266 CHENANGO ST #	BINGHAMTON	NY	13901	2				(607) 772-1138
162204	162226	251044	HESS #32436	1153 VESTAL AVE	BINGHAMTON	NY	13903	1		0353-0100		(607) 772-8585
162204	162226	087209	MAINES CASH & CARRY	430 GRAND AVE	JOHNSON CITY	NY	13790	2				(607) 797-0818
162204	162226	762390	NICKS NEWS	144 COURT ST	BINGHAMTON	NY	13901	2				(607) 773-8506
162204	162226	316818	E-Z MART	1552 CONKLIN RD	CONKLIN	NY	13748	2	NYS			(607) 775-4616
162204	162226	762156	J&J STOP N SHOP	198 ROBINSON ST	BINGHAMTON	NY	13904	1	NYS	2890-0000		(607) 722-1714
162204	162226	298484	FRONT STREET MOBIL	710 OLD FRONT ST	BINGHAMTON	NY	13905	2	NYS			(607) 773-8420
162204	162226	390900	DEBIS MONROE ST MKT	1801 MONROE ST	ENDICOTT	NY	13760	2	NYS		902544	(607) 785-9823
162204	162226	763635	J&J STOP N SHOP	221 CONKLIN AVE	BINGHAMTON	NY	13903	1	NYS	2890-0000		(607) 723-7035
162204	162226	087206	J&J STOP N SHOP	415 W MAIN ST	ENDICOTT	NY	13760	1	NYS	2890-0000		(607) 785-2971
162204	162226	075495	NANNERY'S GROCERY	184 CLINTON ST	BINGHAMTON	NY	13905	2	NYS			(607) 724-4904
162204	162226	087208	BOB'S MOBIL/F	421 HOOPER RD	ENDWELL	NY	13760	5	NYS			(607) 754-9755
162204	162226	171221	ROGER'S MARKET	109 NORTH ST	ENDICOTT	NY	13760	2	NYS			(607) 785-0981
162204	162226	251033	HESS #32432F	3808 VESTAL PKY E	VESTAL	NY	13850	2	NYS	0353-0100		(607) 798-0685
162205	162231	171166	GREGGS BIG M #721	ROUTE 11	WHITNEY POINT	NY	13862	2				(607) 692-3343
162205	162233	691489	E-Z MART #4	RT 12	GREENE	NY	13778	2				(607) 656-9339
162205	162231	632693	S & D PETROLEUM	ROUTE 26	CINCINNATUS	NY	13040	2	NYS			
162205	162231	021787	MR T'S FOOD KING	MAIN STREET	WHITNEY POINT	NY	13862	2	NYS			(607) 692-4006
162206	162233	716109	J&K CORNER CIGAR	25 N BROAD ST	NORWICH	NY	13815	2				(607) 334-9212
162206	162233	171481	YE OLDE POLKE STORE	RR 4 BOX 235	NORWICH	NY	13815	2				(607) 334-5489
162206	162233	171409	BARTLE PHARMACY	PO BOX 634	OXFORD	NY	13830	2	NYS			(607) 843-2841
162210		658711	SAYDE'S COUNTRY STO	MAIN & LAKE STREE	FLEISCHMANN'S	NY	12430	2				(914) 254-4010
162210	162233	6882110	STURGESS PHARMACY	52 MAIN STREET	UNADILLA	NY	13849	1				(607) 369-213
162210	162233	727917	WALTON VARIETY	137 DELAWARE ST	WALTON	NY	13856	2				(607) 865-9289
162210	162233	517247	ARKVILLE COUNTRY ST	ROUTE 28	ARKVILLE	NY	12406	2				(914) 586-2442
162605	162231	269537	LAWLERS GROCERY	1423 STATE ROUTE	OWEGO	NY	13827	3	NYS			(607) 687-9843
162605	162231	089394	COMMUNITY SHOP IGA	106 NORTH AVE	OWEGO	NY	13827	2	NYS			(607) 687-4287
162605	162231	269444	HOLLENBECK'S SHUR-S	17 N MAIN ST	NEWARK VALLEY	NY	13811	1	NYS			(607) 642-3430
162605		269533	JOHNS FINE FOODS	88 NORTH AVE	OWEGO	NY	13827	2	NYS			(607) 687-2470

PAGE BREAK TOTAL ACCOUNTS 32 TOTAL QUANTITY 60

TEMPLATE TOTAL ACCOUNTS 32 TOTAL QUANTITY 60

**WHOLESALE PACKING INSTRUCTIONS**

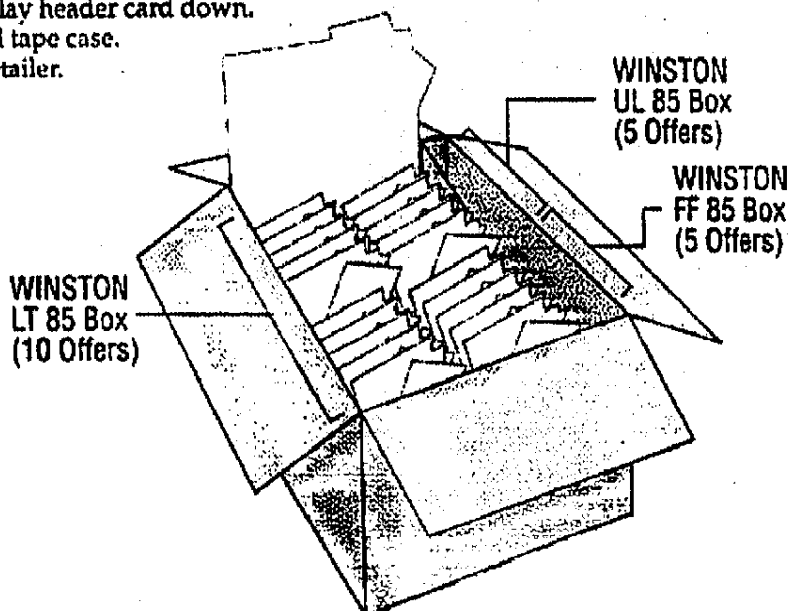
**VALUE ADDED PROMOTION**

**3RD QTR. '98**

# **July Winston \$1 OFF 2 Packs** (Winston Buy 2 Packs Get \$1 Off)

**STEPS**

1. Open WINSTON \$1 OFF 2 PACKS shipping case. Inside will be 20 pre-assembled sleeves ready for loading. (10 sleeves will be marked WINSTON LT 85 Box, 5 sleeves will be marked WINSTON UL 85 Box, 5 sleeves will be marked WINSTON FF 85 box.) DO NOT REMOVE SLEEVES FROM KIT.
2. Place 2 Packs of the appropriate WINSTON style 50¢ off tear tape product into each style specific sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 542810

MSA Promotion Reporting Description: WIN JUL S1/2 PKS

Brand Style	Box	Lt Box	UL LT Box			
Number of Cartons	1	2	1			

51844 9122

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5/11/98